Dallas, TX 75201

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SUMMARY

Dynamic video editor, graphic designer and motion animator- with a proven track record. Leveraging AI design software to produce impactful visuals whilst maintaining custom organic content.
I'm Adobe Certified Expert with experience in motion graphics and 3D design. I also have experience in print and digital graphics design and native social media management. I've managed successful marketing campaigns, producing organic SEO and PPC results.
I'm committed to aligning brand identity with innovative concepts, consistently exceeding client expectations.

SKILLS

- Graphic design
- AI design software
- Team collaboration
- Adobe creative suite
- Marketing campaigns
- Content creation and strategy
- Video production

Caleb Coleman

EXPERIENCE

January 2012 - Current
Video Editor/Designer - Uptrend Designs | Dallas, Texas

- Produce comprehensive graphic design content, UGC, videos, social media posts, flyers, newsletters and visuals for print or web.
- Edit video content for various projects using Adobe Premiere Pro and Final Cut Pro.
- Seasoned videographer with equipment
- Manage team on project requirements and timelines, PPC and organic marketing campaigns. Using CRMs like Salesforce and Hubspot.
- Communicate with clients, exceeding expectations and providing easy-to-read reporting with thumbnails, analytics and creative recommendations.
- Utilize AI design software to produce visual assets and mock-ups.
- Research design trends to inform project direction and style choices.

ACHIEVEMENTS

- Comcast campaign increased bundled sales by 138%
- Jiffy Lube Franchisees saw an aggregate of 58% increase in sales
- Central Market Instagram saw an increase in 500k subscribers

March 2010 - December 2011
Design Producer - Viverae | Dallas, Texas

- Created design concepts for diverse client projects and campaigns.
- Collaborated with marketing team to align visuals with brand identity.
- Developed prototypes and mockups using industry-standard design software.
- Conducted user research to inform design decisions and enhance usability.

EDUCATION AND TRAINING

December 2007
Bachelor of Arts | Design
University of North Texas, Denton, TX

ACCOMPLISHMENTS

- Tellys
- Webbies
- American Marketing

CERTIFICATIONS

- Adobe Certified Expert
- Meta Certified
- Google Analytics Certified

- Project management
- Campaign management
- Creative collaboration
- Problem solving
- Attention to detail
- Art direction
- Presentation design
- Branding and identity

TESTIMONIALS

"Caleb's ability to handle projects from concept to completion was outstanding. I would recommend him for anyone looking for a producer to get things done."

“Caleb provides high quality design management. And he has an incredible eye for detail."

“Caleb offers high quality service, and excellent quality output.

“Caleb Coleman has done a fantastic job on a wide variety of projects for Tribune. We know that we will get a quality project outcome that on time, on budget and on target."

“Caleb is a bright, intuitive and talented. He possesses the ability to interpret vague descriptions and ideas and create outstanding solutions. World class problem-solver wrapped up into one!"